

Seeing the big picture with AdisInsight

Case study

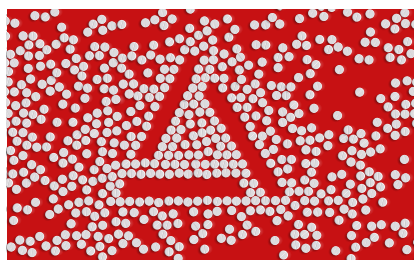
A Business Development & Licensing Manager (BDLM) from one of the Top 50 pharmaceutical companies provides insights into how their team uses AdisInsight. They have been using Adis databases for several years now.

The main purpose of the BDLM's role is the clinical assessment of compounds that are being considered for licensing by their Company. Along with 3 or 4 colleagues, their team completes an average of 6 to 8 assessments per month across multiple therapeutic areas.

Our interviewee has been involved in these activities for the last eight years. They describe their role as a very technical one, through which they have been able to build expertise in certain indications or therapeutic areas over time.

They use AdisInsight to uncover information needed for three key stages of their clinical assessment:

1. A clinical evaluation is carried out using the drug profile in AdisInsight to evaluate all of the clinical activities in a drug's history.
2. They make an assessment of the drug's regulatory status in different countries, gathering information on any interactions with the authorities, submissions in each country, and statements made by regulatory agencies, where available.
3. AdisInsight is then used for competitive landscaping, looking into all possible competitors with products in Phase II and III or at pre-registration stage and performing additional clinical and regulatory assessments of these.



AdisInsight

An integrated, first-line resource for monitoring current and potential markets, tracking competitor pipelines and identifying licensing opportunities. It brings together the most relevant information on drugs in commercial development, clinical trials, drug safety and company deals, in one easy-to-use database.

Visit adis.com/strategist for more information or email adisinsight@springer.com

This initial part of the assessment may take around three days to complete. The BDLM then works on gathering supporting information to add to their reports, including an overview of the disease, epidemiology data, and a review of current guidelines to identify standards of care.

Different departments in the Company collaborate to identify and evaluate opportunities:

"My role involves looking at all clinical aspects following input from other teams – for example our Competitive Intelligence team performs regular monitoring of competitors and they are able highlight opportunities which we then validate. Our Marketing colleagues also add to our evaluations by looking at the epidemiology of the disease in question, the market potential, the affected population and the possible revenues."

All of this information is then collated into a final report alongside a pre-clinical evaluation, typically completed by a pharmacologist. If the product is deemed interesting, the team will request further data from the potential collaborating company. The team member told us:

"I have completed more than 100 evaluations using AdisInsight. It is absolutely critical that the information I include is proven and trustworthy and it has been so every time. The reports I create are shared with management and there has never been a fault in what I have put together"

Although the majority of assessments are carried out on early-stage compounds, the Business Development and Licensing team also evaluates products that are already launched or in advanced phases. For example, if the product owner only has a small, local sales force or even no sales force, the Company may look at this as an opportunity to enter into a co-marketing agreement and distribute the drug in their markets.

"I personally have never felt the need to use another source as I have always found the information I needed in AdisInsight. The scientific information is particularly well curated. One thing that is quite unique is the inclusion of interactions with regulatory authorities – submissions, negative opinions or refused approvals with reasons and requests for new trials or further data. All of this is pivotal and it is great that AdisInsight includes this information in such a comprehensive manner"

Begin browsing and searching sample results now at
adisinsight.springer.com



AdisInsight contains:

- Scientific and market information on drugs in commercial development worldwide
- Key clinical trials being performed to advance these drugs through international regulatory pathways
- Deals undertaken including acquisitions, joint ventures and collaborations
- Safety records, including adverse drug reaction case reports and regulatory news